

20
24

COMMUNICATIONS & MARKETING SERVICES

Q4 REPORT



EXECUTIVE SUMMARY

In 2024, the City's communications and marketing department strengthened community engagement and expanded communication reach.

Key achievements include a 20% increase in social media engagement, driven by dynamic content and targeted outreach, and a 29% growth in e-news subscribers, maintaining strong open rates well above industry benchmarks.

The City's website continued to be a vital resource, with snow-related content spiking user engagement in Q4 2024. While overall website visits and social media impressions declined slightly, these shifts reflect the department's focus on reaching more specific, relevant audiences.

Media relations saw a 100% increase in coverage, and sentiment around the City improved significantly, with negative reporting eliminated by year-end. These results highlight the department's success in fostering trust and delivering meaningful communications to residents.



CHANNEL PERFORMANCE AND MEDIA OUTCOMES

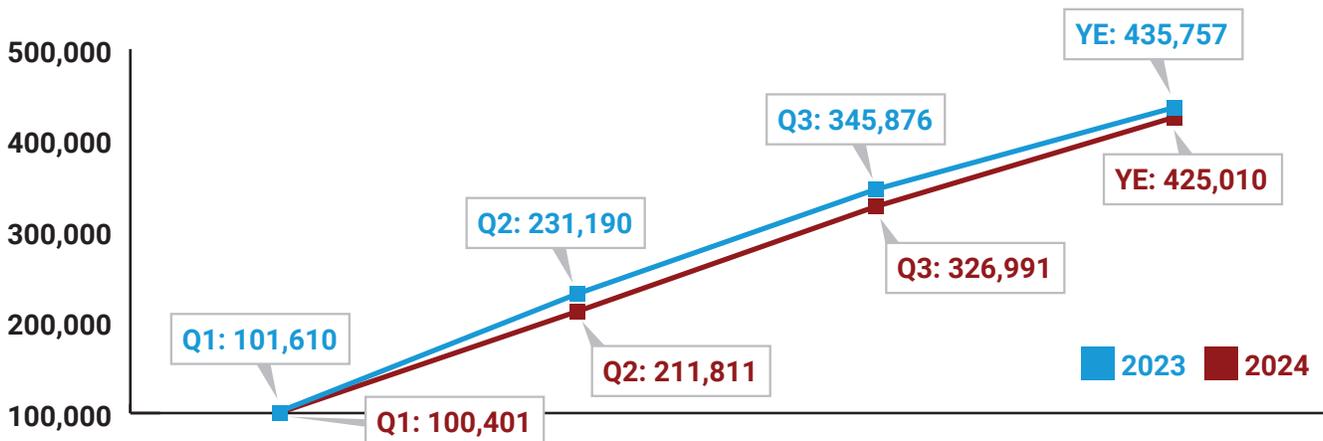
WEBSITE

Analytics showed fewer people visited Leduc.ca in 2024 than 2023. In total, 425,010 users visited the site this year, which represents a 2% decrease in visitors over last year. Most of this can be attributed to Q2 2024 when the site had 14% fewer users and 10% fewer pageviews than Q2 2023. During this time the Google Analytics platform transitioned from Universal Analytics Tracking to GA4 Tracking. It is possible that this new tracking method skewed the data during that period, causing an anomaly in the data.



The top five pages visited in 2024 were the homepage, Leduc Recreation Centre landing page, careers, aquatic centre and weather pages. Of note, in Q4 2024, the snow removal page had 654% more pageviews and 210% more users than Q4 2023. The difference in pageviews is attributed to the amount of snow fallen each season where 2023 was an unseasonably warm winter with low precipitation.

TOTAL WEBSITE VISITORS



2024

TOP PAGES IN 2024

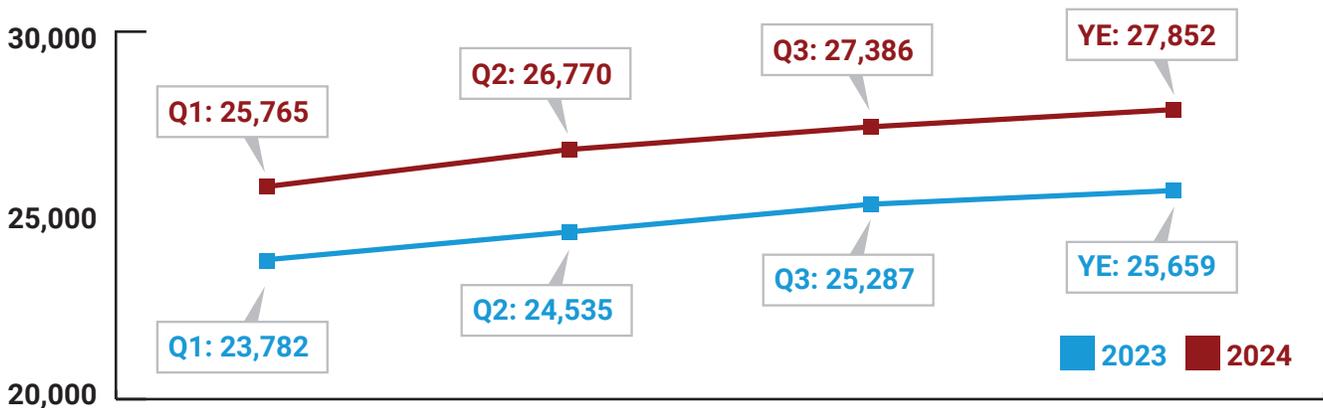


SOCIAL MEDIA

The City's social media following continues to grow on every platform. In total, the City has 27,852 followers on social media at the end of 2024, which represents an 8.5% increase in followers since 2023. Note: Leduc has an adult population of just over 21,000 people, as per the 2023 Municipal Census. This means there may be a decrease or plateau in new followers in the coming years as the City, in theory, has reached most of Leduc's local population online. This does not take into consideration those who have moved away or moved to Leduc since the last census.



TOTAL FOLLOWERS



2024

Overall, the community was 20% more engaged with the City's social media content in 2024 when compared to 2023. This is mostly due to a significant spike in engagement in Q2 2024, resulting from exciting community announcements such as the Deer Valley Park temporary [off-leash dog park](#), the [65 Avenue Interchange girder installation](#), the grand opening of the [Pickleball Courts](#), as well as engaging content like [emergency preparedness](#) and [throwback photos](#) of the community.

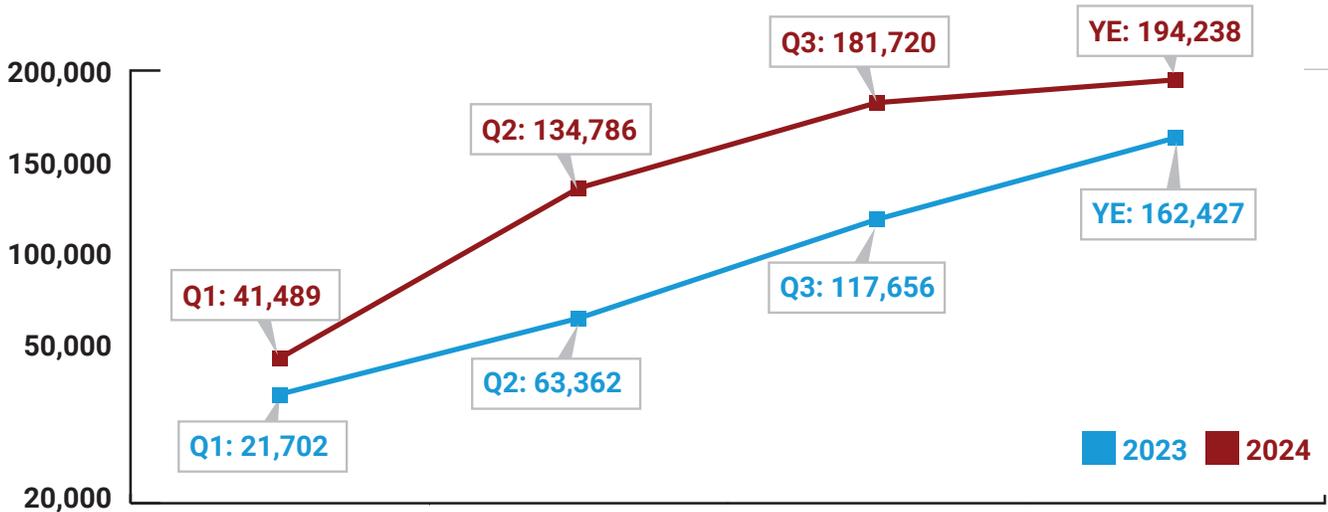
Of note, engagement grew on LinkedIn by 118% in 2024. This is likely due to increased posting on the platform and tailoring content to appeal to the business community.



+20%

**IN SOCIAL MEDIA
ENGAGEMENT IN
2024 OVER 2023**

TOTAL ENGAGEMENT

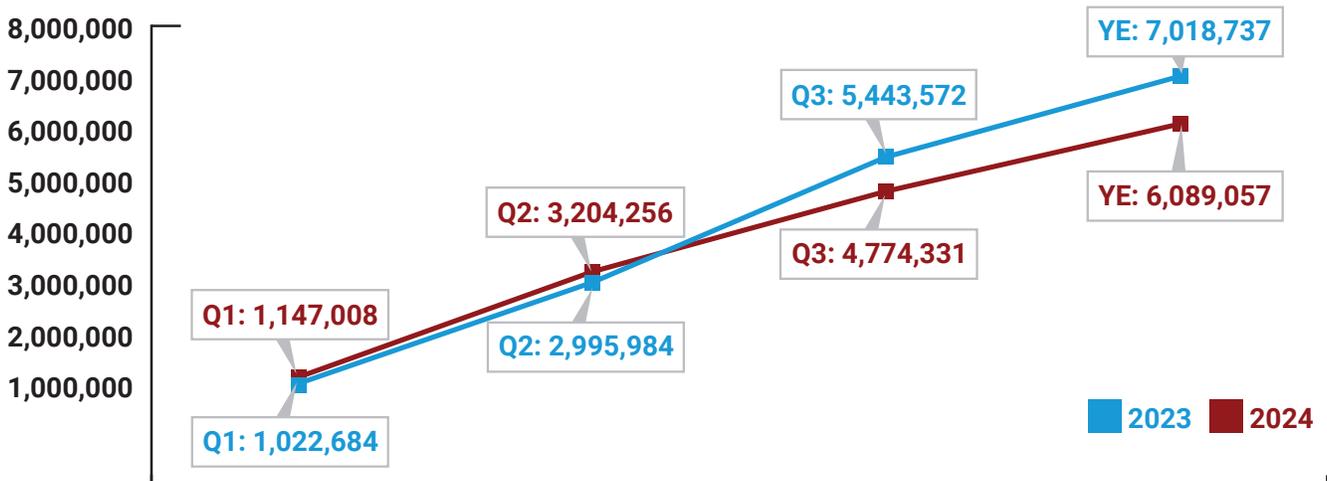


Total impressions on social media declined by 13% in 2024 when compared to 2023. This is likely because the City now targets social media content to more specific audiences. In the past, content may have reached people outside the area and those uninterested in the information. The fact that engagement on social media has increased is a strong indicator that published content resonates with the City's followers.



-13%
SOCIAL MEDIA
IMPRESSIONS IN
2024 OVER 2023

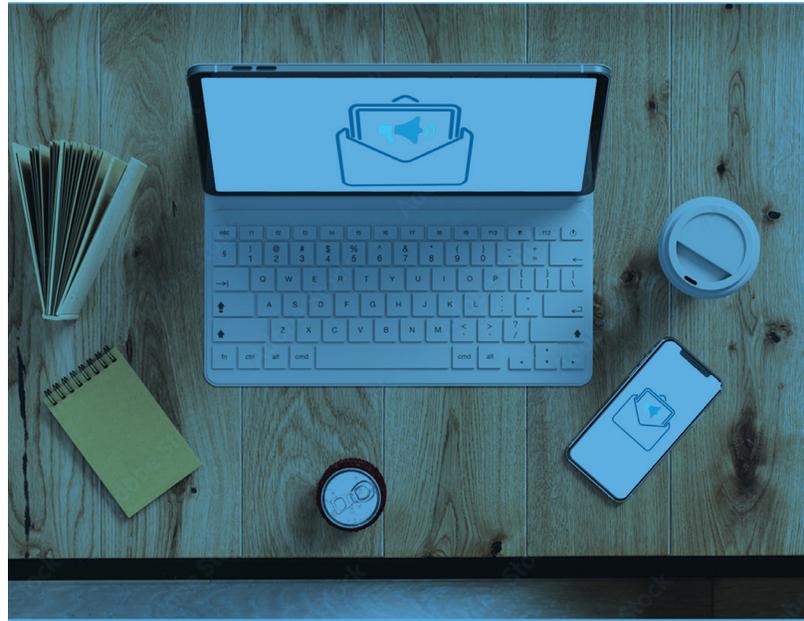
TOTAL IMPRESSIONS



EMAIL MARKETING

Since this time last year, subscribers to the City’s e-news tool continued to steadily grow. With a total of 1,803 subscribers at the end of 2024, this communication channel grew by 29% this year. The average open rate on e-news items has remained relatively consistent for the last two years, ranging from 64% to 68%. The average open rate on e-news items in 2024 was 65%, which represents a -1% decrease over the average open rate in 2023.

In 2024, the community was most interested in e-news about a temporary water ban in January (82% open rate) and least interested in two summer e-news stories about pesticides (both with a 52% open rate). That said, the open rate of the least successful e-news item was still well above the industry average of 42%.

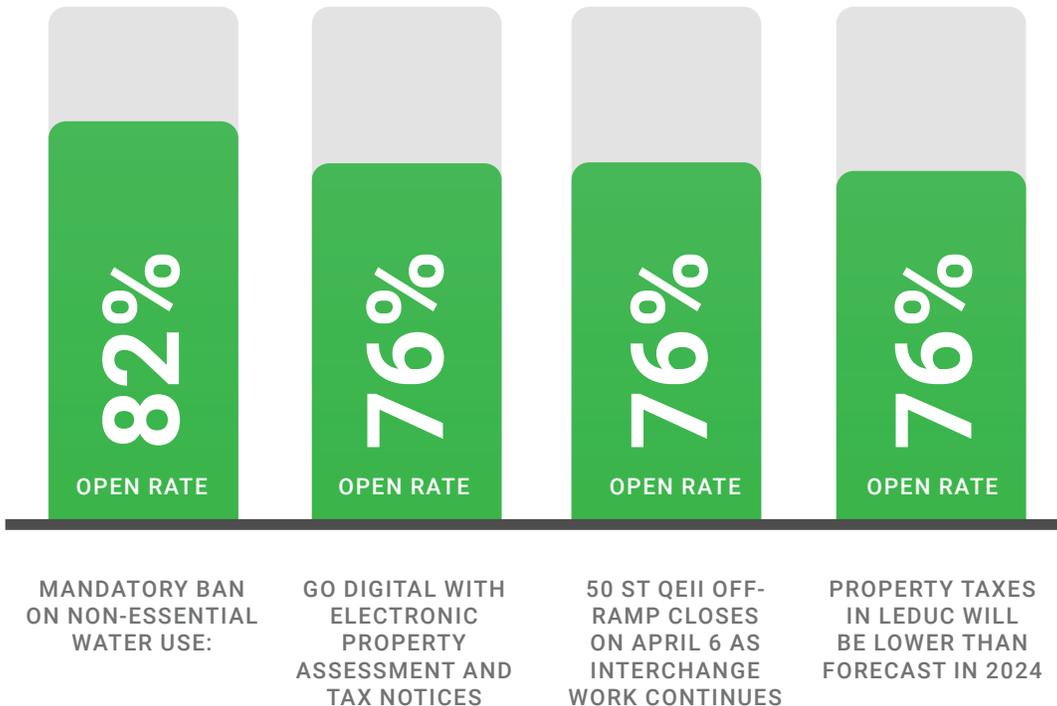


65% AVERAGE OPEN RATE IN 2024
WHICH IS -1% DECREASE IN AVERAGE OPEN RATES OVER 2023



+29% SUBSCRIBER GROWTH SINCE 2023

MOST POPULAR CONTENT IN 2024



2024

NEWS

LEDUC.CA NEWS

Leduc.ca continues to be a key source of information for residents. In 2024, there were 33,137 page views on Leduc.ca news items throughout the year. The most popular news item from 2024 was the Canada Day Celebrations announcement with 1,409 views.

MOST POPULAR NEWS IN 2024



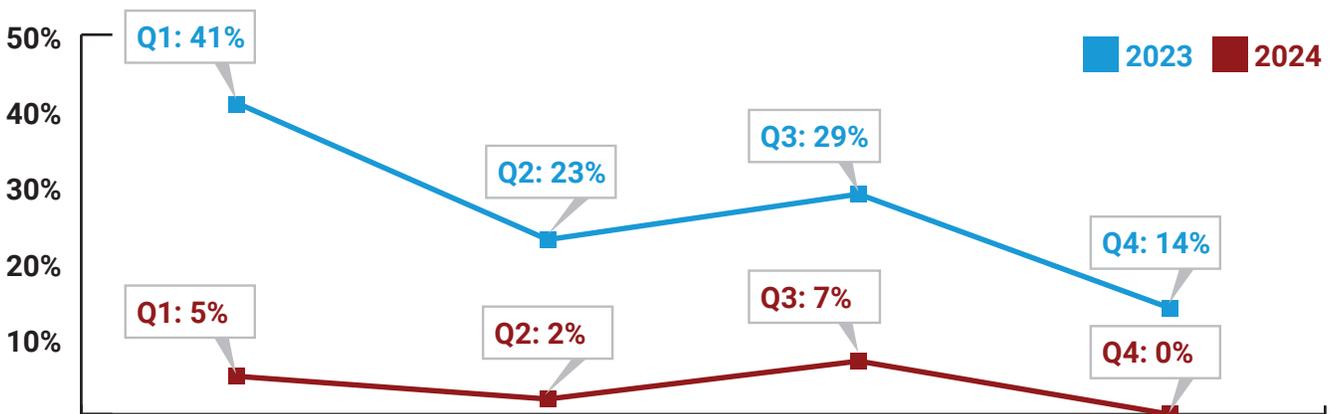
EXTERNAL MEDIA

Media mentions about the City increased by 100% in 2024 over 2023, with a total of 1,424 mentions in the media this year. This increase is primarily due to an increased number of articles published by The Leduc Rep. Overall, coverage about the City reached 301.6 million people, which is 38% fewer people than last year. This is likely due to the coverage by media outlets that have a smaller audience overall. Of note, there was a significant shift in the sentiment of news coverage about the City in 2024 compared to 2023. Negative coverage fell from 5% of all coverage at the start of 2024 to 0% at the end of the year, steadily shifting to being neutral in sentiment.



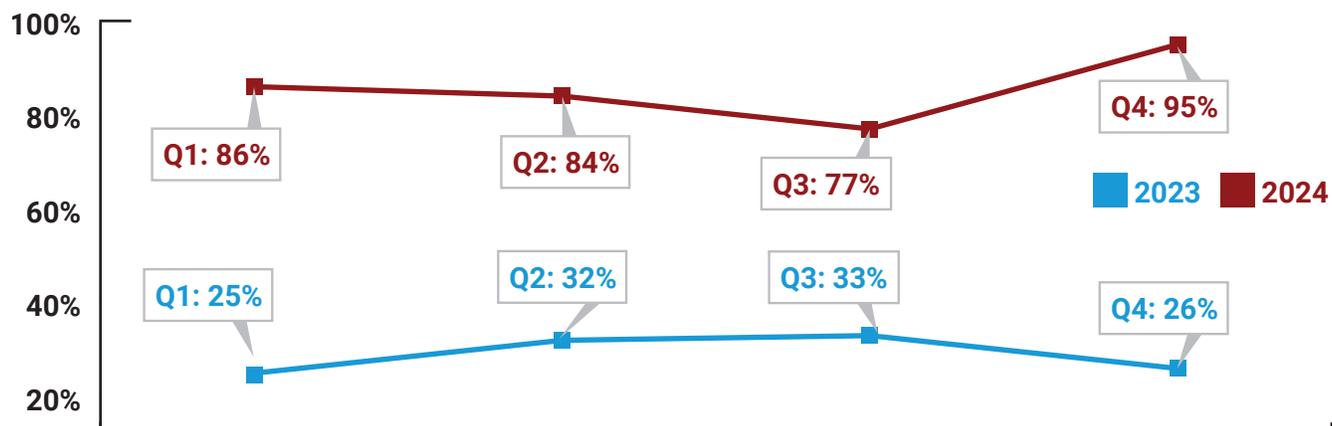
The Leduc Rep published the most news articles about the City in 2024 (76 articles online and 48 print articles) while CBC News had the greatest reach (13.6 million people). This was consistent throughout the year and is not surprising; local outlets have a vested interest in covering news in the community and regional outlets have a larger audience base, greater resources and methods for sharing the news.

NEGATIVE SENTIMENT



2024

NEUTRAL SENTIMENT



POSITIVE SENTIMENT

